



WXYZ

ORDER

Flight Dates **10/27/12-11/06/12**

Contract / Revision **315080 /**

Original Date / Revision
10/17/12 10/18/12

Advertiser **CARE for Michigan**

Agency **Davis Group (The)**

Buying Contact

**4201 Bee Caves Road - Suite C-101
Austin, TX 78746**

Product
CARE for Michigan

Agency Com 15%

Billing Contact **Pam Newby**

**4201 Bee Caves Road - Suite C-101
Austin, TX 78746**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **1363**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority FX

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	2	\$7,225.00	\$8,500.00	0.00	10/01/12	10/28/12	2	\$7,225.00	\$8,500.00
November 2012	50	\$74,502.50	\$87,650.00	0.00	10/29/12	11/06/12	50	\$74,502.50	\$87,650.00
Totals	52	\$81,727.50	\$96,150.00	0.00					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WXYZ	10/30/12	11/05/12	5am News M-F 5am News M-F	CM	5-6am M-F	1111---	:30	4	\$900.00	FX	0.00 NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>		
Week:		10/29/12	11/04/12	- 111---			3		\$900.00			0.00		
Week:		11/05/12	11/11/12	1-----			1		\$900.00			0.00		
N 2	WXYZ	11/02/12	11/06/12	6am News M-F Action News 6am	CM	6-7am M-F	- 1-- 1--	:30	2	\$2,000.00	FX	0.00 NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>		
Week:		10/29/12	11/04/12	---- 1--			1		\$2,000.00			0.00		
Week:		11/05/12	11/11/12	- 1-----			1		\$2,000.00			0.00		



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Print Date: 10/26/12

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Contract / Revision **315080** Flight Dates **10/27/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/17/12/ 10/18/12

Order Sep 00:20:00

Advertiser **CARE for Michigan** Product **CARE for Michigan**

Estimate # **1363**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	WXYZ	11/05/12	11/05/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	M-----	:30	1	\$2,000.00	FX	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$2,000.00		0.00			
N 4	WXYZ	10/27/12	11/03/12	Action News SAT 6am Action News SAT 6am	CM	SAT 6-7am	-----S-	:30	1	\$500.00	P-2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					1	\$500.00		0.00			
Week:		10/29/12	11/04/12	-----S-					1	\$500.00		0.00			
N 5	WXYZ	11/04/12	11/04/12	Action News SUN 6am Action News SUN 6am	CM	SUN 6-7am	-----S	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					1	\$500.00		0.00			
N 6	WXYZ	11/04/12	11/04/12	GMA SUN 7-8am GMA SUN 7-8am	CM	SUN 7-8am	-----S	:30	1	\$900.00	FX	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					1	\$900.00		0.00			
N 7	WXYZ	10/29/12	10/29/12	M-F 10a-11a M-F 10a-11a	CM	10-11am M-F	M-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$800.00		0.00			
N 8	WXYZ	10/31/12	11/02/12	12-1pm M-F 12-1pm	CM	12-1pm	--1-1--	:30	2	\$1,200.00	FX	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--1-1--					2	\$1,200.00		0.00			
N 9	WXYZ	10/29/12	11/05/12	M-F 1p-2p The Chew	CM	1-2pm M-F	11111--	:30	5	\$1,200.00	FX	0.00	NM	6	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	11111--					5	\$1,200.00		0.00			
Week:		11/05/12	11/11/12	1-----					1	\$1,200.00		0.00			
N 10	WXYZ	10/29/12	11/05/12	M-F 3p-4p M-F 3p-4p	CM	3-4pm M-F	11111--	:30	5	\$1,000.00	P-3	0.00	NM	6	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	11111--					5	\$1,000.00		0.00			
Week:		11/05/12	11/11/12	1-----					1	\$1,000.00		0.00			
N 11	WXYZ	10/30/12	11/05/12	5p News 5-6pm M-F	CM	5-6pm M-F	11-1---	:30	3	\$2,000.00	FX	0.00	NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-1-1---					2	\$2,000.00		0.00			
Week:		11/05/12	11/11/12	1-----					1	\$2,000.00		0.00			
N 12	WXYZ	10/30/12	10/30/12	Tuesday Prime C Tuesday Prime C	CM	10-11pm Tuesday	-T-----	:30	1	\$10,000.00	FX	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----					1	\$10,000.00		0.00			
N 13	WXYZ	11/01/12	11/01/12	CMA Awards CMA Awards	CM	8-11pm	---T---	:30	1	\$10,000.00	P-3	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---					1	\$10,000.00		0.00			
N 14	WXYZ	11/02/12	11/02/12	Friday Prime A Friday Prime A	CM	8-9pm Friday	----F--	:30	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					1	\$4,000.00		0.00			



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Order Sep 00:20:00

Advertiser **CARE for Michigan** Product **CARE for Michigan**

Estimate # **1363**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 14	WXYZ	11/02/12	11/02/12	Friday Prime A Friday Prime A	CM	8-9pm Friday	----F--	:30	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
N 15	WXYZ	11/03/12	11/03/12	ABC Saturday Night Foot ABC's Saturday Night Foc	CM	SA 8pm-1130pm	-----S-	:30	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	1		\$4,000.00		0.00						
N 16	WXYZ	10/28/12	10/28/12	Sunday Prime A Sunday Prime A	CM	7-8pm Sunday	-----S	:30	1	\$8,000.00	FX	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S	1		\$8,000.00		0.00						
N 17	WXYZ	10/31/12	11/04/12	Late News M-Su 11pm Action News Updat	CM	11-1135pm M-Sun--	- 1 - - - 1	:30	2	\$5,000.00	FX	0.00	NM	2	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- - 1 - - 1	2		\$5,000.00		0.00						
N 18	WXYZ	10/29/12	11/05/12	M-F 1205a-105a Jimmy Kimmel Live	CM	1205am-105am M-11	1111 - - -	:30	4	\$750.00	FX	0.00	NM	5	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	1111 - - -	4		\$750.00		0.00						
Week:		11/05/12	11/11/12	1 - - - - -	1		\$750.00		0.00						
N 19	WXYZ	10/29/12	11/05/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	11111 - -	:30	5	\$1,000.00	FX	0.00	NM	6	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	11111 - -	5		\$1,000.00		0.00						
Week:		11/05/12	11/11/12	1 - - - - -	1		\$1,000.00		0.00						
N 20	WXYZ	10/29/12	11/02/12	M-F 2p-3p 2-3pm General Hospital	CM	2-3pm M-F	11111 - -	:30	5	\$1,200.00	FX	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	11111 - -	5		\$1,200.00		0.00						
Totals														52	\$96,150.00